



forum FOR HEALTHCARE STRATEGISTS

24TH ANNUAL

Healthcare Marketing & Physician Strategies Summit

MAY 21 – 23, 2019 | CHICAGO



FOCUS ON:

- Analytics, Data & CRM
- Communication Strategies
- Engagement Strategies
- Interactive & Digital Strategies
- Physician Relations & Sales
- Strategic Marketing

With Special Support From



Dear Colleague:

Increasingly, consumers are searching for better ways to manage their health as well as the healthcare experience. The implication for marketers and strategists is clear: it's time to be a voice for wellness and keeping people healthy, both within and outside the organization.

How can you improve marketing strategy, messaging, and positioning to connect consumers with information and services aimed at improving health? How do you build relationships with consumers, patients, and physicians to drive growth and build loyalty? What does it take to mesh the use of data, analytics, and metrics with the need to improve the quality of lives?

The 24th Healthcare Marketing & Physician Strategies Summit explores these issues and more. Through more than 50 cutting-edge sessions across six tracks, the Summit examines the latest technologies, trends, and business strategies as well as the rapid transformation that is propelling marketers, strategists, and physician relations executives into the future.

Please join us to define today's most important healthcare opportunities and identify solutions for shaping a healthy future.

Summit Co-Chairs



Patricia L. Cluff
Chief Strategic Relations
& Marketing Officer
UVA Health System



David A. Feinberg
SVP, Chief Marketing &
Communications Officer
Mount Sinai Health System



Suzanne Sawyer
VP, Chief Marketing Officer
Penn Medicine

24TH ANNUAL

Healthcare Marketing & Physician Strategies

Summit

MAY 21 - 23, 2019 | CHICAGO

The Summit continues a 24-year tradition of identifying the rapidly changing healthcare marketing and physician relationship opportunities and challenges and tackling them head-on. It is THE place where actionable strategies and solutions are shared by senior-level marketing, strategy, digital, and physician relations executives from healthcare organizations nationwide.

Who Should Attend

The Summit is designed for the following executives from hospitals, health systems, academic medical centers, integrated networks, and medical groups:

- Chief Marketing Officers
- Chief Strategy Officers/Senior Strategists
- Marketing Communication Executives
- Business Development/Planning Executives
- Digital/Web/Social Media Strategists
- Physician Relations & Sales Executives
- Physician Referral/Outreach Directors
- Public Relations Directors
- Advertising Executives
- CRM Directors
- Consultants

Engage...Experience...Transform

Summit Keynotes

Disrupting Disruption: How Data and Technology Will Shape Your Future

Sponsored by Healthgrades

Mitch Joel

Founder, Six Pixels Group; Innovator; Bestselling Author



Tuesday, May 21 | 4:00 – 5:15p

Technology and data are disrupting healthcare in a big way – and the challenge to rethink our business models is on. Who better to help guide us through the opportunities than Mitch Joel, one of North America's "leading visionaries" and a "Rock Star of Digital Marketing"? Join Mitch for a look at actionable strategies for disrupting disruption, including the intersection of data, AI, and digital marketing.

Turn Marketing Data into a DataStory

Sponsored by Evariant

Nancy Duarte

Communication Expert; Bestselling Author; CEO, Duarte, Inc.



Wednesday, May 22 | 8:00 – 9:15a

Nancy Duarte has cracked the code on incorporating stories into business communications. One of the world's top communication experts, Nancy is behind some of the most influential visual messages in business today. Nancy will share how to tell a great data story – one that connects with customers, as well as your staff, and bonds both to your brand.

Taking the Lead on Health and Wellness

Sponsored by Healthgrades

Michael Roizen, MD

Chief Wellness Officer, Cleveland Clinic; Chief Medical Consultant, *The Doctor Oz Show*; Author; Originator, RealAge.com



Wednesday, May 22 | 1:00 – 1:45p

With consumers, payers, and employers all expressing growing interest in health and wellness, it's a perfect time for healthcare organizations to set an example for others. Dr. Mike Roizen will share how the Cleveland Clinic is leading the way – improving employee health and saving millions in healthcare costs in the process.

The Loyalty Loop

Sponsored by Tea Leaves Health

Andrew Davis

Marketing Influencer; Bestselling Author; Former Television Producer & Agency Executive



Thursday, May 23 | 8:00 – 9:15a

Andrew Davis is a mainstay on global marketing influencer lists and a "Jaw-Dropping Speaker." With his infectious enthusiasm, Andrew will have you thinking in new ways about brand, experience, and customer loyalty. Come hear the four simple secrets brilliant brands employ to define, differentiate, and deliver unique, memorable, and brand-able experiences.

Summit Schedule At-A-Glance

TUESDAY, MAY 21

7:30a–5:15p	Registration
8:30–11:30a	Pre-Summit Strategy Sessions
12:30–1:45p	Concurrent Sessions
1:45–2:30p	Break in the Exhibit Hall
2:30–3:45p	Concurrent Sessions
4:00–5:15p	General Session
5:15–7:00p	Opening Reception in the Exhibit Hall

WEDNESDAY, MAY 22

7:00a–5:00p	Registration
6:15–7:15a	Yoga
7:30–8:00a	Continental Breakfast
8:00–9:15a	General Session
9:15–10:15a	Break in the Exhibit Hall
10:15a–12:30p	Concurrent Sessions
12:30–1:45p	Luncheon & Speaker
2:00–3:00p	Concurrent Sessions
3:00–3:45p	Break in the Exhibit Hall
3:45–4:45p	Concurrent Sessions
4:45–6:30p	Reception in the Exhibit Hall

THURSDAY, MAY 23

7:30a–2:00p	Registration
6:15–7:15a	Yoga
7:30–8:00a	Continental Breakfast
8:00–9:15a	General Session
9:30–11:45a	Concurrent Sessions
12:00–2:00p	Special Workshop Sessions
2:00p	Summit Adjourns

Summit Sponsor



forum FOR HEALTHCARE STRATEGISTS

The **Forum for Healthcare Strategists** provides networks of communication and support & opportunities for professional development, with the ultimate purpose of inspiring new, more effective models of care. www.healthcarestrategy.com

8:30 – 11:30a



Separate conference registration fees apply to the Pre-Summit Strategy Sessions. Please check the Registration Form for details.

PRE-SUMMIT STRATEGY SESSION I

Winning on Customer Experience

Customer experience is now a C-suite priority in healthcare, driven by competition, transparency, and growing consumer power. But how do you define, design, and deliver valued experiences that drive brand differentiation and customer loyalty? Examine the role of marketing in experience management, including how to listen to customers and apply insights to experience design.

Chris Holt
Chief Experience Officer
Holy Redeemer Health System (Philadelphia, PA)

Carol Koenecke-Grant
Vice President, Strategy & Marketing
The Regional Medical Center (Orangeburg, SC)

Alpa Vyas
Vice President, Patient Experience
Stanford Health Care (Stanford, CA)

Kristin Baird
President/CEO
The Baird Group

PRE-SUMMIT STRATEGY SESSION II

Customer Lifetime Value

Understanding customer lifetime value is key to shaping marketing decisions, such as growth targets, budgets, and plans to drive growth and retention. But calculating lifetime value is complicated. Learn from marketers who are tackling the problem. Take home actionable benchmarks and best practices to identify the value levers that drive intended results, by line of business and by major customer segment.

Suzanne Sawyer
VP, Chief Marketing Officer
Penn Medicine (Philadelphia, PA)

Don Stanziano
Chief Marketing Officer
Geisinger (Danville, PA)

Rob Grant
Co-Founder
Evariant

Tom Heatherington
Senior Advisor
ADVI Health

12:30p Summit Commences

STRATEGIC MARKETING

Sponsored by **Chatmeter**

Maximizing Employer Partnerships for Opportunities, Revenue & Growth

Developing partnerships, marketing strategies, and services with employers and their commercially insured employees is critical to survival in healthcare. Learn how to reach consumers at work as a trusted source and solution for key employers. Hear how to develop and leverage relationships that benefit your organization while helping employers meet employees' health and wellness needs. Examine ways to assess ROI and identify premium services.

Jeff Carr
Corporate & Consumer Services Growth Officer
Inova (Falls Church, VA)

COMMUNICATION STRATEGIES

Sponsored by **Podium**

Cancer, In Other Words

It's time for marketers to reconsider the aggressive metaphors around one of the fastest growing chronic diseases. Research has shown how patients view these metaphors, as well as their communication preferences. Hear how altering the messaging changes the response! Let's change the conversation!

Chrisie Scott
SVP & Chief Marketing Officer
Virtua Health (Marlton, NJ)

Dean Browell
Co-Founder & EVP, Feedback

Lei Wang
Director of Consumer Insights & Research
(and breast cancer survivor), SPM Marketing

Terri Goren (Facilitator)
Principal, Goren & Associates, LLC

ANALYTICS, DATA & CRM

Sponsored by **Evariant**

Improving Experience and Engagement Across All Interactions

Pairing data-driven marketing with your call center leads to improved personalized patient experiences, greater insight into marketing effectiveness, and more efficient resource distribution. Learn why creating personalized journeys is the smartest way towards patient acquisition and retention.

Mike Shepherd
SVP, Marketing & Public Relations
Franciscan Health (Crown Point, IN)

Amy Zylstra
Assoc. Executive Director of Contact Center
Penn Medicine (Philadelphia, PA)

Tanya Andreadis (Facilitator)
Chief Marketing Officer
UCLA Health (Los Angeles, CA)

12:30 – 1:45p

Learning from Other Industries: Re-Imagining Healthcare Marketing

As healthcare marketers grapple with the challenges of an increasingly consumer-driven industry, what can be learned from other industries? Hear from executives who are transforming marketing strategy with ideas from "outside."

Preston Gee
Vice President, Strategic Marketing
CHRISTUS Health (Irving, TX)

Kevan Mabbutt
SVP & Chief Consumer Officer
Intermountain Healthcare (Salt Lake City, UT)

Kristen Wevers
SVP, Chief Marketing & Communications Officer
UC Health (Cincinnati, OH)

David Perry (Facilitator)
Senior Advisor, Stanford Health Care (Stanford, CA)

Reaching the Senior Market

With more than 10,000 people turning 65 every day and Medicare making up the majority of most hospitals' revenue, health systems need to position themselves as the experts for caring for older adults. Learn how Aging Boomers are driving shifts in behavior, attitudes, and expectations for senior care. Examine acquisition and retention strategies for an increasingly digitally-sophisticated population, and the importance of appealing to caregivers.

Suzanne Hendery
Chief Marketing Officer & Vice President
Renown Health (Reno, NV)

Dan Ansel
Founder/CEO
Active Daily Living

Protect Marketing Investments with Irrefutable Data

Historically, healthcare marketing departments have been viewed as cost centers – and frequent targets for budget cuts. Learn how to position marketing as a volume-driving department. Hear how to build the right technology stack and create a data-centric culture so you can defend marketing budgets and persuade leadership to expand marketing investments.

Tammy Jones, VP, Marketing
Novant Health (Charlotte, NC)

Scott Mowery, Senior Director, Digital Operations
Cleveland Clinic (Cleveland, OH)

Lori Riggs, Division VP of Enterprise Marketing
Kindred Healthcare (Louisville, KY)

Nathan David (Facilitator)
Founder & Lead Consultant, Meta Impact

2:30 – 3:45p

Sponsored by **Healthgrades**



Disrupting Disruption: How Data and Technology Will Shape Your Future

We live in a culture of change, with unprecedented access to data, and the Uber-ization of everything. AI...Virtual Reality...Voice...these are but a few of the new, dramatic realities disrupting healthcare and forcing a rethinking of the future. And, maybe it's less about the evolution of technology and more about how consumers use it to make healthcare decisions. Join **Mitch Joel** to examine how data and new technologies will shape the future.

Mitch Joel, Founder, Six Pixels Group; Innovator; Bestselling Author

4:00 – 5:15p

8:30 – 11:30a

PRE-SUMMIT STRATEGY SESSION III

Future-Ready Content: Search, Voice & Chatbots

With consumers increasingly using voice and chatbots for web searches and interactions, new ways of thinking about how to create, manage, translate, deliver, and use content are required. Learn how to prepare your content for voice-driven search. Explore real-world examples of how organizations are using voice. Hear how – and where – to successfully incorporate chatbots.

Kim Humby

Director, Emerging Technology & Innovation
Northwell Health (New Hyde Park, NY)

Jeremy Rogers

Executive Director, Digital Marketing & Experience
Indiana University Health (Indianapolis, IN)

Amanda Todorovich

Senior Director of Content & Creative Services
Cleveland Clinic (Cleveland, OH)

Ahava Leibtag

President, Aha Media Group

PRE-SUMMIT STRATEGY SESSION IV

Audit and Evolve Your Physician Relations Effort

Is your physician relations model right for today's environment? Examine a process for auditing your physician relations efforts to see what's working and what's not. Learn how to reorganize and refine your program to meet the challenges of physician relations in 2019 and beyond.

Leslie E. Burnside, FACHE

System Vice President, Network Affiliations
UNC Health Care (Chapel Hill, NC)

Rachel Donovan

Managing Director of Enterprise Marketing Strategy
Nemours Children's Health System (Wilmington, DE)

Susan Boydell

Partner
Barlow/McCarthy

Summit Scholarships

Interested in attending the Summit, but don't have the budget?

Apply for a Summit scholarship sponsored by Prairie Dog: www.healthcarestrategy.com/summit/scholarships.

12:30 – 1:45p

12:30p Summit Commences

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Team SI

Digital Strategists: Defining the Role

The role of the digital strategist is critical to implementing digital tools and strategies. Yet, often multiple people hold that job title, but report to different departments (marketing, IT, clinical) and never work together. Learn how to work collaboratively across departments to forecast strategic growth, implement CRM and other tools to track the patient journey, and more.

Chris Boyer

Director of Digital Strategy & Analytics
University of Minnesota/Fairview Hospital (Minneapolis, MN)

Ann Goldman

Executive Director, Analytics & Digital Strategy
MultiCare Health System (Tacoma, WA)

PHYSICIAN RELATIONS & SALES

Sponsored by Marketware

Legal Issues and Considerations for Physician Relations

The Federal Stark Law and Federal Anti-Kickback Statute, along with other rules and regulations, affect what hospitals can and cannot do in the area of physician relations. What are the rules for working with private practices vs. employed specialists? Can physician relations staff receive incentive compensation? Are there legal ramifications surrounding work on leakage/keepage? Get the latest updates, as well as guidelines for working with inside legal counsel.

Roger D. Strode, JD

Partner
Foley & Lardner LLP

ENGAGEMENT STRATEGIES

Sponsored by Reputation.com

Engaging Audiences with Live Video Broadcasting

Facebook LIVE and other live video platforms offer powerful opportunities for engaging consumers and showcasing physicians and services. But what does it take to prepare and coordinate successful live events? Learn how to identify relevant themes, select appropriate "stars," and design a live broadcast plan. Hear how to encourage community interaction in real time and identify and tell powerful stories.

James Sims III

Manager, Social Media
Northwestern Medicine (Chicago, IL)

Rebecca Stewart

Senior Director, Content & Executive Messaging
Hartford HealthCare (Newington, CT)

2:30 – 3:45p

Consumer Experience Starts With a Conversation

In a matter of years, consumers have gone from relying on online search to adopting conversational interfaces like AI-driven smart speakers and chatbots for information. Learn how Orlando Health adopted a conversational platform as part of its service line strategy. Hear how chat helps the organization better understand the needs of patients while also delivering a better experience. Hear data on consumer and organizational response

Daniel Ruyter

Director of Digital Marketing Strategy
Orlando Health (Orlando, FL)

Brian Gresh

President
Loyal

Quantifying the Value of Your Physician Relations Program

As physician relations teams evolve, leaders are being asked to manage systems, interpret data, motivate people, and deliver results. Finding ways to quantify and communicate the value of these programs to leaders and key stakeholders can be a challenge. Learn what to measure, how to automate tracking, and how to communicate the strategic impact of your team using data and storytelling.

Paul Casbergue

Senior Vice President, Strategy & Business Development
and

Anamika Desai

Network Director, Growth & Development
Hackensack Meridian Health (Edison, NJ)

Creating Value from Reputation Management

Are you wondering how to "do reputation management right"? Examine the unique aspects of reputation management in healthcare, barriers to success, and the must haves: data management, monitoring and responding, and requesting reviews. Learn how to get everyone on board – from physicians to operational teams.

Annie Haarmann

Senior Director, Experience Optimization, Marketing & Communications
Ascension (St. Louis, MO)

Jon Schepke

Vice President, Strategic Partnerships
Reputation.com

8:00 – 9:15a

Sponsored by Evariant



Turn Marketing Data into a DataStory

Data is everywhere today and has oozed into every marketing function. Yet, if you overlay a story lens onto data, lovely narratives that can drive action arise out of it, says **Nancy Duarte**. StoryThinking helps suss out the emotion already in your data and humanizes it. Conveying data with meaning helps push internal initiatives along and bond customers to your brand. Join Nancy to learn how to tell a great data story, including how the best brands frame, humanize, and amplify their data.

Nancy Duarte, Communication Expert; Bestselling Author; CEO, Duarte, Inc.

STRATEGIC MARKETING

Sponsored by Chatmeter

10:15 – 11:15a

Data-Driven Marketing: Ethics and Legal Concerns

We know more about our patients and their families than ever before. There's so much information available, and our ability to mine this data for marketing AND clinical purposes is very appealing. All that information...but should we use it? Is it ethical? Legal? Join your colleagues to explore the issues.

Patrick Charnel, President & CEO
The Griffin Hospital and Griffin Health Services Corporation (Derby, CT)

Tracey Klein, JD, Shareholder, Polsinelli

Michael Linnert, CEO & Founder, SymphonyRM

COMMUNICATION STRATEGIES

Sponsored by Podium

11:30a – 12:30p

Healthcare Disruptors: Learning from Retail

Walgreens is entering into a variety of partnerships to help transform healthcare delivery, including a new partnership with Microsoft. Hear about plans to expand healthcare adjacencies, leverage patient engagement tools, and develop new solutions through partnerships. Learn how Walgreens is piloting consumer access to engage consumers in their own healthcare with hardware and devices.

Patrick Carroll, MD
Chief Medical Officer, Clinical Programs & Alliances
Walgreens

Marketing in the Brave New Consumer-Oriented World

Nurture programs for specialty care, new movers, or traditional health and wellness campaigns are important in acquiring and engaging patients. But, in a consumer-focused world, it's not enough. Hear how to emphasize "well care" during the patient journey and engage patients during the gap between scheduling an appointment and the clinical visit. Let's talk!

Sue Omori
Executive Director, Marketing Account Services
Cleveland Clinic (Cleveland, OH)

Tom Hileman, CEO & President
Hileman Group

ANALYTICS, DATA & CRM

Sponsored by Evariant

2:00 – 3:00p

Let's Talk: A Conversation with Google

Google sees a big future in healthcare, and is making significant investments in health, wellness, and life sciences. Hear from Google about their latest initiatives in the healthcare realm and what's on the horizon. Join the conversation!

David A. Feinberg
Senior Vice President, Chief Marketing & Communications Officer
Mount Sinai Health System (New York, NY)

Brian Cusack
Industry Director
Google

The Marketer's Role in Inclusion and Diversity

Nationwide, healthcare organizations are addressing diversity. How does language attract or deter diverse populations, including multicultural audiences and the LGBTQ community? How can teams be prepared to deal with hatred? How can we help patients understand our mission and commitment to inclusion versus their "rights" to determine their caregivers? Hear how UVA Health is addressing these issues. Examine the internal and external messaging and communications.

Patricia L. Cluff
Chief Strategic Relations & Marketing Officer
UVA Health System (Charlottesville, VA)

Connecting Virtual and Physical Brands with the Consumer as Your Guide

Healthcare has hard-charged to provide eVisits, online scheduling, and useful websites. But what happens when a consumer transitions from this virtual front door to the physical experience of care? Explore the massive gap between online and physical offerings, as well as consumer demands in both worlds. Learn how to tie these worlds together to create a frictionless consumer journey.

Chris DuFresne, Director, Digital Experience
Allina Health (Minneapolis, MN)

Ryan Donohue, Strategic Advisor
NRC Health

A Better Consumer Experience with Online Booking

Piedmont Healthcare is a leader in online booking, with consumers now able to book appointments with over 800 employed or affiliated Piedmont physicians directly via piedmont.org. Examine the sophisticated marketing push to drive consumer use of online booking, which is expected to reach 13.5% by June 2019 – in line with the restaurant industry average. Hear how Piedmont has retooled its wayfinding and access app to prioritize online bookings.

Matt Gove, Chief Consumer Officer
Piedmont Healthcare (Atlanta, GA)

12:30 – 1:45p LUNCHEON Taking the Lead on Health and Wellness Michael Roizen, MD Sponsored by Healthgrades

3:45 – 4:45p

Competing with Consumer-Centric Pros

As if "traditional" competitors aren't enough, new competitive ventures are rapidly emerging. Some are nimble, niche ventures; others are intimidating in scope and uncertain in impact. Prepare to face the giants! Hear new research on consumer receptivity to these new players and examine different scenarios for response.

Carissa Milley, Business Analyst & Project Manager
Wellforce (Burlington, MA)

Drew Palin, MD, President
Intellivisit

Michael Eaton, Senior Vice President
Brand+Lever

Surviving a Toxic Merger Environment

Is a merger on your horizon? Be prepared for an onslaught of criticism and opposition from politicians, insurers, labor, and local community groups! Be ready with an integrated response plan, including new messaging based on authentic community benefits, charismatic spokespeople, effective community outreach, and monitoring of thought leaders and influencers.

Dan Loeterman, Director, External Communications & Issues
Dignity Health (Rancho Cordova, CA)

Kathleen L. Lewton, Principal, Lewton, Seekins & Trester; Of Counsel, Padilla

A Proactive HRA Strategy

Advocate Aurora Health has been leveraging Health Risk Assessments (HRAs) to build lasting relationships with consumers. Learn how consumers are empowered to tell marketing what their health concerns are and how the information is tied to targeted, automated marketing outreach. Hear how the strategy increases patient acquisition, loyalty, and ROI, while optimizing advertising spend across service lines.

Jay Keltner, Director, Integrated Marketing and

Tiffany Nguyen, Coordinator, Integrated Marketing
Advocate Aurora Health (Downers Grove, IL)

Rebranding a Healthcare Organization

Is your organization considering a rebrand? Join marketing executives who have led their organizations through recent rebrands to examine the challenges and lessons learned. Gain insights to guide your own strategy.

Jim Blazar
Chief Strategy Officer
Hackensack Meridian Health (Edison, NJ)

Kelly Jo Golson
Chief Marketing Officer
Advocate Aurora Health (Downers Grove, IL)

Suzanne Spruce
AVP, Chief Communications Officer
Northern Light Health (Bangor, ME)

Chris Bevolo (Facilitator)
Executive Vice President, ReviveHealth

Mapping Marketing to Moments: Using Content and CRM to Convert

A successful content strategy blends the art of creating editorial-quality content and the science of conversion-driven distribution to map content to key moments in customers' lives. Learn how Northwell Health uses this approach with its new content brand, a media property that has an editorial soul and a CRM brain. Examine campaigns that are growing the audience and generating results.

Gina Czark
Vice President, Marketing & Communications
Northwell Health (New Hyde Park, NY)

Andrew Hanelly
Partner, Revmade

10:15 – 11:15a

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Team SI

Mastering Digital Location Marketing

Location Marketing – including physician profiles (not just office addresses) on your website and third-party websites, location directories, social media, and search engines – is often overlooked as a valuable online strategy. Learn how to develop a comprehensive location strategy that ensures accurate and consistent information and improves website traffic, search engine results, and physician profile views.

Sara Saldo, Senior Director, Digital Marketing & Customer Experience, OhioHealth (Columbus, OH)

Stephen Strong, Director, Digital Marketing Northwestern Medicine (Chicago, IL)

11:30a – 12:30p

Using Data Analytics to Inform and Optimize Marketing

Understanding basic consumer demographics is not enough for today's marketers. A deeper understanding of target audiences – and their ever-changing needs across the consumer pathway – is needed. Learn how to apply CRM analysis tools to efficiently target campaigns, compare and optimize ROI and conversion across channels, and maximize your marketing mix for optimal effectiveness.

Robin Oliver, VP, Marketing & Communications Dignity Health (Sacramento, CA)

Brad Wensel, EVP & Chief Customer Officer Healthgrades

2:00 – 3:00p

Strategic Mobile Initiatives to Enhance the Medical Home

Children's Hospital of Wisconsin had offered a symptom checker app for a few years, but downloads and use were modest. So the app was repositioned to align with primary care. The result...support from Children's network of clinics, followed by more parent interest, trust, and adoption! Hear how the initiative helped establish primary care practice as the medical home and how analytics helped chart the course.

Neal Linkon, Director, Marketing Operations Children's Hospital of Wisconsin (Milwaukee, WI)

Sue Riffel, CEO, AppCatalyst

3:45 – 4:45p

Finding and Meeting Customers in Their Digital Journey

Consumers are at varying levels of adoption of digital tools for wellness, self-care, and care management. Learn how health systems are integrating personal and digital concierge strategies, such as BayCare's TechDeck service, to help consumers progress along that path. Examine the approach, including how it is woven into ambulatory strategy and clinical practice, and what the results have been.

Ed Rafalski, SVP, Chief Strategy & Marketing Officer BayCare Health System (Clearwater, FL)

Linda MacCracken, Senior Principal Accenture

PHYSICIAN RELATIONS & SALES

Sponsored by Marketware

Physician Relations: Best Practices with Mergers and Acquisitions

Mergers, acquisitions, and consolidations create new challenges for liaisons. Examine the impact. Learn best practices for bringing the teams together. Hear what works and what doesn't for uniting liaison teams, engaging new physicians, helping physicians adapt to new referral networks, and more.

Lori McLelland, Corporate Director, EHN Integration Outreach Emory Healthcare (Atlanta, GA)

Marcy Traxler, VP, Business Development & Service Line Strategy AMITA Health (Lisle, IL)

Coaching Physicians to Improve Their Referral Partnerships

Most physicians aren't exposed to the art and science of referral development in medical school, but it can significantly impact practice success. Learn how to coach both new and established physicians to be stronger at building and nurturing referral partnerships. Hear tips for helping those who may be more introverted.

Crystal Bishop, Manager, Physician Relations and

Jamie McArdle, Physician Relations Representative Tampa General Hospital (Tampa, FL)

Carrie Bennett, Vice President, Client Strategy Marketware

ENGAGEMENT STRATEGIES

Sponsored by Reputation.com

A Physician Engagement Success Story

With more than 6,500 physicians across 175 locations, Hackensack Meridian Health needed a solution to effectively communicate and connect with providers. So they built a digital platform that combines clinical functionality with targeted communications. Examine the process and best practices from a pilot that achieved 100% physician adoption by saving providers time, while delivering insights to improve workflows and engagement.

Jim Blazar, Chief Strategy Officer Hackensack Meridian Health (Edison, NJ)

John Simpson, President & Co-Founder Digital Health Strategies

Why Audience Research Should Inform Your Digital Roadmap

Audience research is an integral part of setting a digital strategy. But many marketers don't know how to get started, or aren't aware of the right tools and processes. Learn how Keck Medicine conducted research to better understand consumers, with a focus on digital behavior. Examine the process, insights, and results. Take home a framework for better understanding your own customers.

Jonathon Beltran, Senior Project Manager Keck Medicine of USC (Los Angeles, CA)

Christopher Riegger, Chief Operating Officer Modea

12:30 – 1:45p LUNCHEON Taking the Lead on Health and Wellness Michael Roizen, MD Sponsored by Healthgrades

2:00 – 3:00p

Growing Referrals with a Small Liaison Team

Do you have a small physician relations team? Do you wonder how you are going to target all the physicians in your market? Learn how to prioritize and execute initiatives based on organizational and service line goals, and how to measure success of tactics that work (or don't) to continually improve referral rates. Take home resources and practical tools.

Laurel Hopkins, Manager, Physician Relations Seattle Children's Hospital (Seattle, WA)

Sarah Latorre, Sr. Director, Physician Referral Marketing UMass Memorial Health Care, Inc. (Worcester, MA)

Physician Onboarding for Practice Success

A well-structured onboarding plan is a must for integrating new physicians into an organization, accelerating ramp-up, and improving physician retention. Examine models with measurable objectives and results. Learn how partnerships among physicians, operations, marketing, and business development can facilitate the onboarding process.

Erin DiBacco, Director, Primary Care Development & Recruitment Wellforce & Tufts Medical Center (Burlington, MA)

Kelli Romano, AVP, Marketing & Communications Baptist Health South Florida (Coral Gables, FL)

3:45 – 4:45p

Maximizing PRM for Reporting

Bring your physician relations reporting into a new realm of sophistication! Most liaisons and sales professionals are already using PRM systems, or considering investing in one. What are the must-haves for optimal use? Learn what's needed to maximize PRM for targeting, tracking, and reporting on your field efforts.

Robert Perkins, Outreach Service Director Intermountain Healthcare (Salt Lake City, UT)

Nancy Vanselow, Referral Development Manager Children's Hospital of Wisconsin (Milwaukee, WI)

Jean Hitchcock (Facilitator) President, Hitchcock Marketing & Communications

Telemedicine: Success Beyond Technology

Referral relations and telemedicine teams at Gundersen Health System work together to develop and maintain relationships with both internal and external providers. Hear how this allows Gundersen to offer a wide spectrum of specialty services via telemedicine. Examine the "Care Close to Home" program and learn how telemedicine supports it.

Kimberly Hable, BSN, RN, Referral Relations Representative and

Jessica Easterday, BSN, RN, Program Manager-Telemedicine Gundersen Health System (LaCrosse, WI)

8:00 – 9:15a

Sponsored by Tea Leaves Health



The Loyalty Loop

In healthcare, the experience IS the brand. Staff's phone skills, the state of the facilities, the care and service provided... that's what defines the brand and keeps patients, their families, and their friends coming back. **Andrew Davis** reveals the four simple secrets brilliant brands employ to define, differentiate, and deliver unique, memorable, and brand-able experiences. Hint: It's not the big things that matter. It's a series of micro-moments that illicit intense approval, joy, and interest.

Andrew Davis, Bestselling Author, Marketing Influencer, Former Television Producer & Agency Executive

STRATEGIC MARKETING

Sponsored by Chatmeter

9:30 – 10:30a

Strategic Planning for Market Growth & Success

Too often, organizations give up on planning in times of rapid change. But those are the times when rigorous planning is most essential to market growth and a successful future.

Examine AdventHealth's approach to strategic and physician market planning, including data and analyses required and the importance of marketing input.

C. Josef Ghosn, EdD, FACHE

Corporate VP, Strategic Planning and

Sean Lemon

Director, Strategic Planning, Multi-State AdventHealth (Altamonte Springs, FL)

COMMUNICATION STRATEGIES

Sponsored by Podium

Integrating Marketing and Philanthropy

By integrating marketing and fundraising, patients can be turned into donors and loyal advocates. Scripps Health has revamped its Grateful Patient program to engage patients, encourage them to share personal stories, and inspire them to give. Hear how the digital-first approach has generated more than 1,000 patient stories, recognized hundreds of employees, and doubled online revenue.

Christine Clay

Senior Director, Brand Strategy & System Marketing

Scripps Health (San Diego, CA)

Ben Texter, EVP & Co-Founder

Digital Health Strategies

ANALYTICS, DATA & CRM

Sponsored by Evariant

Patient Retention and Loyalty: Advancing Algorithms to Hyper-Personalize Targeting

As the healthcare industry shifts from fee-for-service to one that also includes fee-for-value, marketing has an amazing opportunity to help nurture the consumer across the entire health and wellness journey. Data and analytics play a big role in this movement. Learn how HonorHealth built a business plan for every consumer (new and existing) in its market to facilitate retention and loyalty. Hear how the strategy is generating a 5-15x ROI.

Craig Kartchner

Associate Vice President

HonorHealth (Scottsdale, AZ)

10:45 – 11:45a

Incorporating Social Determinants of Health: The Path to a New Care Model

Geisinger has embarked on a journey to make addressing social determinants of health (SDoH) part of its standard care approach. Examine the business strategy, including SDoH focus areas, partnerships with community resources, and the technology solution that enables the strategy. Hear results. Learn how the approach helps attract and retain healthier customers.

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Chanin Wendling

AVP, Geisinger in Motion Geisinger (Danville, PA)

Innovate Your Marketing in a Technology-Driven World (Part 1)

As digital technologies continue to advance, how should you prioritize and organize your marketing team and resources for customer acquisition, engagement, and retention? Hear from organizations that are leading the way. (Session continues at Noon.)

Brittany Graffagnini

Assistant Vice President, Marketing Ochsner Health System (New Orleans, LA)

Chris Pace

Senior Director, Digital Marketing Banner Health (Phoenix, AZ)

Brian Whitman

President & CEO Corrigan Consulting

A Data-Driven Approach to Sizing an Ambulatory Care Portfolio

Using a relatively small set of replicable, scalable, high-quality data sources, John Muir Health Physician Network developed a population-based ambulatory needs tool to forecast provider and space needs by submarket. Learn how physicians partnered with Operations, Finance, and Strategy to align facility needs with strategic intent and create a phased ambulatory distribution plan.

Paul Deeringer

SVP, Strategy & Emerging Business John Muir Health Physician Network (Walnut Creek, CA)

Wendy Weitzner

Partner, The Innova Group

12:00 – 2:00p

Humanizing Brand Experience: Understanding Consumers and Delivering What They Want

How do you know when you are creating experiences that will drive choice, satisfaction, and advocacy? Learn what matters most to consumers. Hear from healthcare marketing leaders who are at the forefront of delivering emotionally satisfying, consumer-centric experiences. Examine best practices and approaches to adapt in your own organization.

Christine Albert, MPP, APR

Vice President, Marketing LCMC Health (New Orleans, LA)

Maarten Lobker

National Director, Brand Strategy & Management Kaiser Permanente (Burbank, CA)

Aaron Watkins

Senior Director of Internet Strategy Johns Hopkins Medicine (Baltimore, MD)

Justin Wartell

Managing Director Monigle

Innovate Your Marketing in a Technology-Driven World (Part 2)

As digital technologies continue to advance, how should you prioritize and organize your marketing team and resources for customer acquisition, engagement, and retention? Hear from organizations that are leading the way. Learn how to ideate, innovate, and accelerate a digitally-savvy, data intelligent team and address cultural and structural barriers to change. (Continuation of 10:45am session; will wrap at 1:00pm)

Brittany Graffagnini

Assistant Vice President, Marketing Ochsner Health System (New Orleans, LA)

Chris Pace

Senior Director, Digital Marketing Banner Health (Phoenix, AZ)

Brian Whitman

President & CEO Corrigan Consulting

Physician Relations Sales: From Selling to Strategic Selling

Challenged with the same old sales approach, frustrated with economic pressures, or worried about the forecast for referrals? This interactive workshop will help sales representatives and sales managers alike raise the bar in skills and messaging, and drive new business while successfully retaining current baselines. Learn how to apply basic sales tactics in more strategic ways to build relationships, and ultimately grow referrals; use sales skills to build commitments with internal and external customers; and leverage relationships.

Angela Valchine

Regional Manager, Physician Relations Cancer Treatment Centers of America (Chicago, IL)

Mitzi Kent, RN, BSN

Partner Barlow/McCarthy

Special Workshop Sessions

Advance sign-up for workshop sessions is required, although there is no extra charge. Please see Registration Form.

9:30 – 10:30a

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Team SI

Building Loyalty with Millennials

Millennials have grown up in a socially networked world, replete with smart phones and other advanced electronic devices. Today, they engage with hospitals as patients, parents, and caregivers – but winning their loyalty demands novel approaches. Learn what’s working and how to avoid costly mistakes.

Stacy Martinez

Director, Marketing
Ochsner Health System (New Orleans, LA)

Colleen Walsh

Digital Marketing
Steward Health Care (Dallas, TX)

James A. Gardner (Facilitator)

Director, Market + Business Development
MedTouch

10:45 – 11:45a

The Challenge: A Massive Content Rewrite

Healthcare consumers want to find a doctor, location, or service on your site, and quickly transact. How do you transition from the traditional A to Z condition library to a site that drives action? Hear how Lehigh Valley Health Network examined UX to reset their course. Learn how they adapted their content strategy and applied digital writing best practices to craft more than 300 SEO-infused pages.

Pamela Riddell

Administrator, Strategic Communications
Lehigh Valley Health Network (Allentown, PA)

Ahava Leibtag

President
Aha Media Group

PHYSICIAN RELATIONS & SALES

Sponsored by Marketware

Connecting with the C-Suite: Chain of Command DOES Matter

Successful business development programs depend on proving value to the C-Suite. But reporting structures and cultural issues often present barriers. Learn how to develop a reporting structure that encourages direct engagement with top leaders to build credibility and visibility for your program.

Amy Ballance, Division VP, Business

Development, Strategy & Marketing
Hospital Sisters Health System (Belleville, IL)

Cameron M. McGregor, MSN, RN, FACHE

System VP, Business Development
Premier Health (Dayton, OH)

Tammy Tiller-Hewitt, FACHE (Facilitator)

CEO, Tiller-Hewitt HealthCare Strategies

Using Podcasts to Boost Physician Relations

Podcasts are powerful tools for increasing brand reputation among referring providers, as well as enhancing internal physician relations. Learn how to create a turnkey podcast library that features interviews with your own doctors. Examine the benefits of offering CME with your podcasts and best practices for promoting the segments.

Jill Edgeworth, Program Manager, Media Relations
Northwestern Medicine (Chicago, IL)

Marissa Keppley, Physician Marketing Manager
UAB Medicine (Birmingham, AL)

Bill Klapproth, Director of Marketing

DoctorPodcasting by RadioMD

ENGAGEMENT STRATEGIES

Sponsored by Reputation.com

Boosting Your Hospital’s Reputation Among Physicians

Every major hospital is concerned with national reputation for many reasons, including physician recruitment and driving retail. So how does a marketer shift gears from a local focus to reach a national audience – in particular, physicians? Examine the media plan and creative decisions that ultimately led to an increase in national reputation for NewYork-Presbyterian. Hear about the research that drove the strategy.

Hernando Ruiz-Jimenez, Chief Marketing Officer
NewYork-Presbyterian Healthcare System
(New York, NY)

Kati Schultheis, Director of Account Services
Seiden

Turning a Community into a Brand Movement

When integrated into larger brand movements, the power of digital and social platforms can be transformational. Hear how Moffitt Cancer Center’s Community of Courage and #BeCourageous social campaign, combined with integrated brand and demand generation efforts, led to increased consumer engagement and market share. See how emotional storytelling content was used across various digital and social channels.

Josh Adkins

Director of Strategic Marketing
Moffitt Cancer Center (Tampa, FL)

Gary Mueller

Managing Partner/Creative Director, BVK

Visit the Forum at www.healthcarestrategy.com to register online.

Hotel Information

The official hotel for the Summit is the **Sheraton Grand Chicago**. Set in the heart of the bustling downtown district, along the Chicago Riverwalk, the hotel is mere steps away from iconic attractions including Millennium Park, Navy Pier, the Magnificent Mile, and Chicago’s renowned museums.



Reserve your rooms online, or by calling the Sheraton Grand Chicago at (888) 627-7106 and identifying the meeting as the “Healthcare Marketing Summit” to get the special rate of **\$265 single/double**. The rate includes guest room Internet access as well as use of the fitness club. Note: If you have difficulty making a reservation, please contact jpense@healthcarestrategy.com for assistance.

Be sure to make your reservations early! **The room block will be released on Monday, April 29, 2019, but is likely to be sold out before that date!**

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Healthgrades empowers meaningful connections between people and healthcare providers. At www.healthgrades.com, we help millions of consumers to find and schedule appointments with their provider of choice. With our scheduling solutions, CRM and advanced analytics applications, we help more than 500 hospitals cultivate consumer relationships, improve access, and build patient loyalty.

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Team SI is a data-driven marketing firm made up of designers, strategists, and marketing specialists that help you create unique experiences for your customers using digital and social media platforms.



Welltok is focused on delivering business intelligence solutions for the healthcare industry in the provider market. With enterprise software empowered by data, and decades of experience in healthcare business development and marketing, our team has unrivaled expertise in helping health systems prioritize efforts to maximize profits and experience service-line and strategic growth.



Yext for Healthcare is purpose-built to solve the unique needs healthcare providers face. The Healthcare Knowledge Engine includes enhancements to Yext's award-winning platform that will help health systems of all sizes manage all the knowledge consumers seek about their offices, facilities, and physicians, and ultimately attract new patients in the moments that matter most.

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Bendigo helps leading healthcare systems optimize and monetize their partnerships with sports teams, leagues, and athletes. Bendigo's services include strategy, contract negotiation, creative services, sports media, digital, activation, and a proprietary tool for measuring sponsorship Performance/ROI/Valuation.



Chatmeter helps physicians and healthcare providers measure and improve their marketing effectiveness with our listings and review management platform. Our service is built for health systems to measure and improve patient experiences, reputation, and visibility.



Corrigan Consulting works with healthcare leaders to develop strategic, evidence-based marketing, business development and consumer engagement strategies to drive growth, strengthen competitive performance and improve business outcomes.



Digital Health Strategies is a premier digital health agency specifically designed to support healthcare providers. We provide full-service digital capabilities to support employee and physician engagement, patient engagement, and fundraising.



Franklin Street is a brand innovation firm. We practice exclusively in the health and wellness space. We partner with health care leaders to simplify the complex, fuel strategic alignment and create unique opportunities to realize their full potential in the marketplace.



Julia Balfour, LLC solves problems. Design, development, and branding – traditional or way outside the box, we inspire change in every way.



LionShare's platform incorporates CRM, PRM, MA, BI, Analytics and ROI. Coupled with LionShare's expert team, the solution enhances outcomes, builds preference, drives utilization and reports metrics ranging from department KPIs to C-level business/system priorities.



Marketware is the leading provider of outcomes in physician referral development, market insight, and physician marketing strategies for healthcare facilities across the US. Marketware's premier Growth Suite empowers teams to grow, retain, and discover new volume opportunities.



Modera provides technology consulting to help healthcare marketers thrive in the face of change. We specialize in designing and building digital consumer experiences and providing digital transformation consulting for healthcare organizations.



Podium is a rich communication platform for local businesses. It's the simplest way to collect reviews, get found online, and talk to customers in real-time through text.



Prairie Dog applies marketing disciplines to healthcare, uncovering opportunities and emotions typically unrecognized. Since 1996 we have partnered with nearly 200 hospitals and health systems. We have a passion for healthcare marketing. It's what we do.

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2 Is this your first time attending the Summit?

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3 Which Category Best Describes Your Organization?

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|--|---|
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4 Special Workshops

Please check if you plan to attend a special workshop. Your assistance in indicating which session you plan to attend will help us make appropriate room assignments. Note: Checking a box does not obligate you to attend the session.

Thursday, May 23

- | | |
|--|--|
| <input type="checkbox"/> Humanizing Brand Experience | <input type="checkbox"/> Strategic Selling |
| <input type="checkbox"/> Innovate Your Marketing | |

Cancellation Policy

The Forum guarantees a refund, less a \$295 administrative fee, if written notification is received on or before March 1, 2019. Verbal cancellations are not accepted. Cancellations received after March 1, 2019 are not eligible for a refund. You may always send a substitute.

Confirmation of Registration

All registrations will be confirmed within 3 days of receipt of the registration form and payment. If you do not receive a confirmation, please call toll-free, 866-440-9080, ext. 23. Please do not mail or fax forms without payment.

5 Registration Fees

Early rates are available if the registration form with full payment is received by Friday, March 1, 2019. Discounts for group registrations (2 or more) are available for provider organizations. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

Summit Rates	Early	Regular
	received by 3/1/19	received after 3/1/19
Current Forum Member \$1,095 \$1,195
Joining Member (Includes one-year Forum membership, \$225 value) \$1,320 \$1,420
Non-Member (Does not include membership) \$1,350 \$1,450

Pre-Summit Strategy Sessions

Fee includes continental breakfast.

Winning on Experience \$110 \$150
Customer Lifetime Value \$110 \$150
Future-Ready Content \$110 \$150
Physician Relations Audit \$110 \$150

Summit Playback (Audio Recordings & Slides)

- \$0 Attendees (Compliments of SymphonyRM)
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